

10th January '20

Ref: AB/01/20 – Versalift Ireland

Press Release: For immediate release

VERSALIFT IRELAND OPENS

Versalift, part of the Time Manufacturing Group and manufacturers of vehicle mounted platforms, has officially opened Versalift Ireland and appointed Keith O'Rourke as its Sales Manager for the region.



Keith O'Rourke, Sales Manager for Versalift Ireland

The new business will be based from offices in Naas, Co. Kildare and will provide sales, service, and training for its range of market leading VTL van-mounted platforms, LAT-135 pick-up mounted platforms and insulated platforms.

O'Rourke, who reports to Andy Bray, General Manager-Director at Versalift UK, has been in the powered access industry for over 15 years and has a strong background in the Irish hire market having previously held both sales and operational roles for major rental companies. It will be an exciting new position for O'Rourke whose role will be to

develop the Irish market within the rental and large contractor sectors. Over the past few years, the UK access market has seen an upsurge in the number of rental companies that include vehicle-mounted platforms in hire fleets and Ireland is set to follow this pattern opening up potential for the newly formed Versalift Ireland.

O'Rourke said, "I see massive potential in Ireland to build the market for 'self-drive' vehicle mounted platforms and I am really pleased to be working directly for a manufacturer who is the market leader."

Andy Bray, General Manager-Director of Versalift UK said "Opening Versalift Ireland is the company's ongoing commitment to develop and support the vehicle-mounted access market in Ireland. The new operation puts us properly on the ground and we are looking forward to seeing Keith's industry experience develop the market further and provide local support for our customer base."

Caption:

Keith O'Rourke, the new Sales Manager for Versalift Ireland who see exciting times in the country as the rental market gets serious about products to compliment hire fleets.

ENDS

For more information contact:

Andy Bray, General Manager – Director, Versalift United Kingdom Limited

Tel: 01536 721010 | Fax: 01536 721111 | Mob: 07841 051058

www.VERSALIFT.co.uk



TRACK MOUNTED



PICK-UP MOUNTED



VAN MOUNTED



CHASSIS MOUNT



TRUCK MOUNTED



INSULATED PLATFORM